

This Page Is Inserted by IFW Operations  
and is not a part of the Official Record

## BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images may include (but are not limited to):

- BLACK BORDERS
- TEXT CUT OFF AT TOP, BOTTOM OR SIDES
- FADED TEXT
- ILLEGIBLE TEXT
- SKEWED/SLANTED IMAGES
- COLORED PHOTOS
- BLACK OR VERY BLACK AND WHITE DARK PHOTOS
- GRAY SCALE DOCUMENTS

**IMAGES ARE BEST AVAILABLE COPY.**

**As rescanning documents *will not* correct images,  
please do not report the images to the  
Image Problem Mailbox.**

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	604	(adverti??\$5 ad ads commercials\$1) SAME compensat?#2 WITH power	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 17:45
L2	245	(adverti??\$5 ad ads commercials\$1) SAME (compensat?#2 WITH power)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 17:46
L3	35	(adverti??\$5 ad ads commercials\$1) SAME (compensat?#2 WITH (power NEAR3 (us?#2 consum?#3)))	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 17:44
L4	16	3 AND (@ad<"200000228" @rlad<"200000228")	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 17:46
L5	43	(adverti??\$5 ad ads commercials) SAME (compensat?#2 WITH power)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 18:13
L6	21	(5 NOT 4) AND (@ad<"200000228" @rlad<"200000228")	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 17:47
L11	2	(adverti??\$5 commercials) SAME (compensat?#2 WITH power)	USOCR	OR	OFF	2004/07/31 18:19
L13	3	(adverti??\$5 commercials) SAME (compensat?#2 WITH power)	EPO; JPO; DERWENT	OR	OFF	2004/07/31 18:21

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	8	((((power energy) NEAR3 (consum?2\$3 us?2 util?2\$4)) WITH (reward?3 award?3 compensat?2 credit?3 pay?5)) SAME (adverti?5 commercials (commercial AD?2 (information message?1 content))))	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 19:47
L3	0	(((power energy) NEAR3 (consum?3 us?2 util?2\$4)) WITH (reimburs?4 SAME (adverti?5 commercials (commercial AD?2 (information message?1 content)))) NOT 1	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 19:44
L4	145	(((power energy) NEAR3 (consum?3 us?2 util?2\$4)) WITH (reward?3 award?3 compensat?2 credit?3 pay?5 reimburs?4) AND (adverti?5 commercials (commercial AD?2 (information message?1 content)))) NOT 1	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 19:46
L5	63	4 AND (appliance?1 refrigerator?1)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 19:46
L6	58	5 AND (((power energy) NEAR3 (consumption use usage util?2\$4)))	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 19:49
L7	10	6 AND (((power energy) NEAR3 (consumption use usage util?2\$4)) SAME (appliance?1 refrigerator?1))	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 19:49

Welcome to DIALOG  
### Status: Connected

Dialog level 04.11.00D

Last logoff: 31Jul04 17:25:18  
Logon file405 31Jul04 17:25:48  
KWIC is set to 50.

HIGHLIGHT set on as '\*' *09826888-Sruh Comp. PvR*

COREDBS is set ON as an alias for 15,9,610,810,275,476,624,636,621,613,813,16,160,634,1  
48,20,77,35,583,65,2,233,99,474,475,256.  
SUBCL14 is set ON as an alias for 635,570,PAPERSMJ,PAPERSEU.  
SUBCL28 is set ON as an alias for 6,7,8,14,34,94,434.  
SUBCL35 is set ON as an alias for 139,267,268,625,626.  
SUBCL2NODRUG is set ON as an alias for 442,149,43,444,5,73,155,34,434.  
\* \* \* \*

SYSTEM:HOME

Cost is in DialUnits

Menu System II: D2 version 1.7.9 term=ASCII

\*\*\* DIALOG HOMEBASE(SM) Main Menu \*\*\*

Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

(c) 2003 Dialog, a Thomson business. All rights reserved.

/H = Help

/L = Logoff

/NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database (e.g., B1 for ERIC).

?b coredbs,subcl14

//

?ds

Set      Items      Description  
S1      0      (ADVERTI?????? OR COMMERCIAL? ? OR ADS) (S) REFRIGERATOR? ?-  
          (S) (COMPENSAT????(5N) POWER)  
S2      0      (ADVERTI?????? OR COMMERCIAL? ? OR ADS) (S) (COMPENSAT????(-  
          5N) (POWER(2W) COMSUM????))  
S3      4003     (ADVERTI?????? OR COMMERCIAL? ? OR ADS) (S) ((REWARD??? OR -  
          AWARD??? OR CREDIT??? OR PAY????) (5N) POWER)  
S4      881     S3 AND (REWARD??? OR AWARD??? OR CREDIT???? OR PAY????) (5N-  
          ) (USER? ? OR CONSUMER? ? OR ACCOUNT? ? OR CUSTOMER? ?)  
S5      90      S3 AND (REWARD??? OR AWARD??? OR CREDIT???? OR PAY????) (5N-  
          ) (SUBSCRIBER? ? OR HOMEOWNER? ? OR OWNER? ? OR PARTICIPANT? ?)  
S6      934     (S4 OR S5)  
S7      671     RD (unique items)  
S8      57      S7 AND (ADVERTI?????? OR ADS OR COMMERCIAL? ?) (5N) (PERMI?-  
          ????? OR ALLOW??? OR VIEW??? OR ACCEPT???? OR RECEI???? OR WA-  
          TCH????)  
S9      18      S7 AND (ADVERTI?????? OR ADS OR COMMERCIAL? ?) (5N) (DISPLA-  
          Y??? OR SHOW???)  
S10     70      (S8 OR S9)  
S11     9      S10 AND (REFRIGERATOR? ? OR APPLIANCE? ?)  
?t/3/all

11/3/1 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01852899 05-03891

The ethics of slotting: Is this bribery, facilitation marketing or just plain competition?

Aalberts, Robert J; Jennings, Marianne M  
Journal of Business Ethics v20n3 (Part 1) PP: 207-215 Jul 1999  
ISSN: 0167-4544 JRNL CODE: JBE  
WORD COUNT: 5775

11/3/2 (Item 2 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01792558 04-43549

An economic analysis of the guaranty contract  
Katz, Avery Wiener  
University of Chicago Law Review v66n1 PP: 47-116 Winter 1999  
ISSN: 0041-9494 JRNL CODE: UCL  
WORD COUNT: 32120

11/3/3 (Item 3 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01533782 01-84770

New campaigns: Eastern  
Andreoli, Teresa; Kim, Hank; Lenihan, Rob; McCarthy, Michael  
Adweek (Eastern Ed.) v38n43 PP: 50-51 Oct 27, 1997  
ISSN: 0199-2864 JRNL CODE: AWE  
WORD COUNT: 1208

11/3/4 (Item 1 from file: 610)

DIALOG(R)File 610:Business Wire  
(c) 2004 Business Wire. All rts. reserv.

00706800 20020501121B1308 (USE FORMAT 7 FOR FULLTEXT)

ScottishPower 2001/02 Preliminary Results Including Fourth Quarter Results

to 31 March 2002

Business Wire

Wednesday, May 1, 2002 11:47 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 15,850

11/3/5 (Item 1 from file: 624)

DIALOG(R)File 624:McGraw-Hill Publications  
(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

0559058

TEENS HERE COMES THE BIGGEST WAVE YET

Business Week April 11, 1994; Pg 76; Number 3366

Journal Code: BW ISSN: 0007-7135

Section Heading: Cover Story

Dateline: New York

Word Count: 3,411 \*Full text available in Formats 5, 7 and 9\*

BYLINE:

Laura Zinn

with Jonathan Berry

with Kate Murphy

with Sandra Jones

with Marti Benedetti

with Alice Z. Cuneo

11/3/6 (Item 1 from file: 813)

DIALOG(R)File 813:PR Newswire  
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1314939 NYM057

Revenues Surged 25 Percent in 2Q98 to Ps. 2.1 Billion - Gross profit Increased 37 Percent to Ps. 848 million -- Operating Income Reached Ps. 255 million, an Increase of 24 Percent -

DATE: July 27, 1998 12:56 EDT WORD COUNT: 3,122

11/3/7 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

15531122 SUPPLIER NUMBER: 96696932 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Benchmark input-output accounts of the United States, 1997.

Lawson, Ann M.; Bersani, Kurt S.; Fahim-Nader, Mahnaz; Guo, Jiemin  
Survey of Current Business, 82, 12, 19(91)  
Dec, 2002

ISSN: 0039-6222 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 60320 LINE COUNT: 27240

11/3/8 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

03900038 SUPPLIER NUMBER: 06967948 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Second Annual Directory of Human Resources Services, Products and  
Suppliers, January 1989. (directory)  
Personnel, v66, n1, pD1(167)

Jan, 1989

DOCUMENT TYPE: directory ISSN: 0031-5702 LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 155534 LINE COUNT: 14711

11/3/9 (Item 1 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2004 The Dialog Corp. All rts. reserv.

18082310 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Blackouts likely if lake levels stay low - Govt**

SECTION TITLE: NEWS

WATSON Lois

CHRISTCHURCH PRESS , 2 ed, p1

July 28, 2001

JOURNAL CODE: WTCP LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 460

Welcome to DIALOG  
### Status: Connected

Dialog level 04.11.00D

Last logoff: 29jul04 17:14:25  
Logon file405 29jul04 17:15:40  
KWIC is set to 50.

HIGHLIGHT set on as \*\*

COREDBS is set ON as an alias for 15,9,610,810,275,476,624,636,621,613,813,16,160,634,1  
48,20,77,35,583,65,2,233,99,474,475,256.  
SUBCL14 is set ON as an alias for 635,570\_PAPERSMJ,PAPERSEU.  
SUBCL28 is set ON as an alias for 6,7,8,14,34,94,434.  
SUBCL35 is set ON as an alias for 139,267,268,625,626.  
SUBCL2NODRUG is set ON as an alias for 442,149,43,444,5,73,155,34,434.  
\* \* \* \*

SYSTEM:HOME

Cost is in DialUnits

Menu System II: D2 version 1.7.9 term=ASCII

\*\*\* DIALOG HOMEBASE(SM) Main Menu \*\*\*

Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

(c) 2003 Dialog, a Thomson business. All rights reserved.

/H = Help

/L = Logoff

/NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database (e.g., B1 for ERIC).  
?b coredbs,subcl14

110

?ds

Set	Items	Description
S1	156	(COUPON? ? OR INCENTIVE? ? OR PROMOTION?? OR ADVERTI?????-?) (S) ((FOOD OR PRODUCT? ? OR CONTENTS) (5N)REFRIGERATOR)
S2	118	RD (unique items)
S3	81	S2 AND (PY<2001 OR PD<20000228)
S4	0	S3 AND (HOME HOUSEHOLD)
S5	45	S3 AND (HOME OR HOUSEHOLD)

?t/3/all

5/3/1 (Item 1 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

02367327 116349684

The quality of public sector food-poisoning surveillance in England and Wales, with specific reference to salmonella food poisoning  
Richard A.E. North; Jim P. Duguid; Michael A. Sheard  
British Food Journal v98n2 PP: 4-109 1996  
ISSN: 0007-070X JRNL CODE: BFJ  
WORD COUNT: 81382

5/3/2 (Item 2 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

00918601 95-67993  
Campaigning to keep first-half momentum going  
Dixon, Mary McKenzie  
Dealerscope Merchandising v36n9 PP: 80-81 Sep 1994  
ISSN: 0888-4501 JRNL CODE: DEA  
WORD COUNT: 851

5/3/3 (Item 3 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

00815399 94-64791  
Information highway in Quebec  
Garneau, George  
Editor & Publisher v127n5 PP: 29, 38 Jan 29, 1994  
ISSN: 0013-094X JRNL CODE: EDP  
WORD COUNT: 708

5/3/4 (Item 4 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

00733892 93-83113  
Leaders in selling and sales management: An analysis of the impact of sales and marketing principles on the career of Stanley C. Gault  
Baker, Thomas L  
Journal of Personal Selling & Sales Management v13n2 PP: 91-94 Spring 1993  
ISSN: 0885-3134 JRNL CODE: JPN  
WORD COUNT: 2150

5/3/5 (Item 1 from file: 9)  
DIALOG(R) File 9:Business & Industry(R)  
(c) 2004 The Gale Group. All rts. reserv.

1494779 Supplier Number: 01494779

**Raytheon's Amana unveils 'status symbol' refrigerator**  
**(Amana \*Home\* Appliances will introduce a refrigerator priced at \$1,749,**  
**backed by a \$2.5 mil ad campaign via Ingalls Advertising)**  
Boston Globe , v 249, n 137, p 67  
May 16, 1996  
DOCUMENT TYPE: Regional Newspaper ISSN: 0743-1791 (United States)  
LANGUAGE: English RECORD TYPE: Abstract

5/3/6 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2004 The Gale Group. All rts. reserv.

1491686 Supplier Number: 01491686 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Prospects of Supermarket Business in Jakarta: Part 7**  
**(Indonesian supermarkets issuing shopping cards are ranked by number of cardholders)**  
Indonesian Commercial Newsletter, v XXIII, n 195, p 19-20  
May 13, 1996  
DOCUMENT TYPE: Newsletter; Ranking ISSN: 0377-0001 (Indonesia)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 562

5/3/7 (Item 3 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2004 The Gale Group. All rts. reserv.

1377146 Supplier Number: 01377146 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**MEDIA: WOOSTER, Ohio -- Rubbermaid Inc.**  
**(Rubbermaid's \*home\* products division launched an advertising and promotional campaign for its decorative coverings lines)**  
HFN, v 70, n 2, p 34  
January 08, 1996  
DOCUMENT TYPE: Journal ISSN: 1082-0310 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 97

5/3/8 (Item 4 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2004 The Gale Group. All rts. reserv.

1189985 Supplier Number: 01189985  
**KELVINATOR ASKED TO RETIRE THOSE ABOVE 50 AND CUT SLOTH**  
**(Kelvinator of India to retire everyone over age of 50 yrs as part of corporate restructuring)**  
Financial Express, p 1  
May 09, 1995  
DOCUMENT TYPE: Business Newspaper ISSN: 0015-2005 (India)  
LANGUAGE: English RECORD TYPE: Abstract

5/3/9 (Item 1 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2004 The Gale Group. All rts. reserv.

02283376 SUPPLIER NUMBER: 54283379  
**The battle for the fridge; The food industry is looking to hook up your \*home\* to the supply chain.(Internet/Web/Online Service Information)**  
LaPlante, Alice  
Computerworld, 52(1)  
April 5, 1999  
ISSN: 0010-4841 LANGUAGE: English RECORD TYPE: Abstract

5/3/10 (Item 1 from file: 476)

3/10

DIALOG(R)File 476:Financial Times Fulltext  
(c) 2004 Financial Times Ltd. All rts. reserv.

0008556789 B0GL4AAABIFT

**News: UK: Awards for industry, business and the arts**  
Financial Times, London Edition 1 ED, P 4  
Tuesday, December 31, 1996  
DOCUMENT TYPE: Stories; NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE:  
FULLTEXT  
Word Count: 3,198

5/3/11 (Item 1 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2004 The Gale Group. All rts. reserv.

03198690 Supplier Number: 46555347 (USE FORMAT 7 FOR FULLTEXT)

**NEWS: Hoover has announced its biggest marketing push for the brand since  
the 'free flights'**  
Brand Strategy, n91, pN/A  
July 19, 1996  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 81

5/3/12 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

09187523 Supplier Number: 55981033 (USE FORMAT 7 FOR FULLTEXT)

**COMPANY PROFILES.**  
Convenience Store News, v33, n10, p115  
August 1, 1997  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 53726

5/3/13 (Item 2 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

08334980 Supplier Number: 69440676 (USE FORMAT 7 FOR FULLTEXT)

**ALPHABETICAL LISTING OF MANUFACTURERS, DISTRIBUTORS, SERVICE PROVIDERS, AND  
ASSOCIATIONS. (Brief Article)**  
The Hearing Journal, v53, n12, p15  
Dec, 2000  
Language: English Record Type: Fulltext  
Article Type: Brief Article  
Document Type: Magazine/Journal; Professional  
Word Count: 56910

5/3/14 (Item 3 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

07765538 Supplier Number: 64357694 (USE FORMAT 7 FOR FULLTEXT)

**Strategic Transition Serving A Growing Industry.**  
Kessler, Alan  
Appliance, v57, n8, p34  
August, 2000  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 956

5/3/15 (Item 4 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

05758125 Supplier Number: 50243364 (USE FORMAT 7 FOR FULLTEXT)  
**GETTING ESTABLISHED IN RUSSIA**

Simpson, David  
Appliance, p55  
August, 1998  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 2368

5/3/16 (Item 5 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

04143151 Supplier Number: 46048608 (USE FORMAT 7 FOR FULLTEXT)  
**Rubbermaid Inc.**  
HFN The Weekly Newspaper for the Home Furnishing Network, p34  
Jan 8, 1996  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; General  
Word Count: 96

5/3/17 (Item 6 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

03933019 Supplier Number: 45686096  
**Admiral Line Enters 'New Age'**  
TWICE, p26  
July 24, 1995  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

5/3/18 (Item 7 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

01168277 Supplier Number: 41332048 (USE FORMAT 7 FOR FULLTEXT)  
**WCI sets new items, ad-program to revive upscale Euroflair line**  
HFD-The Weekly Home Furnishings Newspaper, v0, n0, p122  
May 14, 1990  
Language: English Record Type: Fulltext Abstract  
Document Type: Magazine/Journal; Trade  
Word Count: 461

5/3/19 (Item 1 from file: 160)  
DIALOG(R) File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

02081708  
**New WCI marketing thrust**  
HFD December 19, 1988 p. 120-122  
ISSN: 0162-9158

5/3/20 (Item 2 from file: 160)  
DIALOG(R) File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

01660488

Church & Dwight - Sales & Consumption.  
ANNUAL REPORT 1986 p. 02

5/3/21 (Item 3 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

00716149

France: Frozen and chilled food consumption rose 3.  
LSA December 18, 1981 p. 39-140

5/3/22 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

10752505 SUPPLIER NUMBER: 53590095 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Portugal: poised for prosperity.**  
Gomes, Maria do Monte  
AgExporter, 10, 12, 4(4)  
Dec, 1998  
ISSN: 1047-4781 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1574 LINE COUNT: 00154

5/3/23 (Item 2 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

10171393 SUPPLIER NUMBER: 20378215 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Maytag sells shelf life; previews feature-laden side-by-side refrigerators.**  
(Maytag Appliances)  
Beatty, Gerry  
HFN The Weekly Newspaper for the Home Furnishing Network, v72, n10, p48(2)  
March 9, 1998  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 685 LINE COUNT: 00056

5/3/24 (Item 3 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

05533450 SUPPLIER NUMBER: 11533457 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Now: market driven. (Special Section: The New Frigidaire Company)** (Frigidaire Co.'s multibrand strategy)  
Appliance Manufacturer, v39, n10, pF14(2)  
Oct, 1991  
ISSN: 0003-679X LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 688 LINE COUNT: 00057

5/3/25 (Item 4 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

05228130 SUPPLIER NUMBER: 10348535 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Nice guys can finish first: outstanding customer service and promotions are making Quality Markets' newest store in Lakewood, N.Y., a \*household\* word. (Store of the Month)**  
Petreycik, Richard M.  
Progressive Grocer, v70, n2, p94(5)  
Feb, 1991  
ISSN: 0033-0787 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 2527 LINE COUNT: 00216

5/3/26 (Item 5 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

02489867 SUPPLIER NUMBER: 03942261 (USE FORMAT 7 OR 9 FOR FULL TEXT)

The power of symbols in TV commercials. (column)

Ross, Art

Back Stage, v17, p18(5)

Sept 20, 1985

DOCUMENT TYPE: column ISSN: 0005-3635

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 2324 LINE COUNT: 00185

5/3/27 (Item 6 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

02034716 SUPPLIER NUMBER: 03188279 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Maytag spins into electronics, backed by earnings and acquisitions.

Jereski, Laura Konrad

Marketing & Media Decisions, v18, p109(4)

Spr, 1984

ISSN: 0195-4296

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 2801 LINE COUNT: 00220

5/3/28 (Item 7 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

02031649 SUPPLIER NUMBER: 03321724 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Japan is displacing the United States as Saudi Arabia's leading supplier;  
many possible reasons are cited.

Business America, v7, p14(2)

June 25, 1984

CODEN: BUAMDM

ISSN: 0190-6275

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 1459 LINE COUNT: 00119

5/3/29 (Item 8 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

01998468 SUPPLIER NUMBER: 03209111

Admiral's One Shot Television Punch.

Gardner, F.

Marketing and Media Decisions, v19, p110

April, 1984

LANGUAGE: ENGLISH

RECORD TYPE: ABSTRACT

5/3/30 (Item 1 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2004 The Dialog Corp. All rts. reserv.

07611212

BPL BELIEVES FAMILI 2000 IS THE BEST PROMO OF 'EM ALL (scheme to bundle 3  
to 4 products under each of its 4 plans, offer on equal monthly  
instalments)

INDIA BUSINESS INSIGHT

October 02, 1999

JOURNAL CODE: WIBI LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 105

7/

5/3/31 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2004 The Dialog Corp. All rts. reserv.

01898107 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Brands and consumer decision making**  
BUSINESS LINE  
June 11, 1998  
JOURNAL CODE: FBLN LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 1747

5/3/32 (Item 1 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

09358108  
Electrolux maps turnaround strategy  
INDIA: ELECTROLUX TO LAUNCH NEW PRODUCTS  
Economic Times (YZY) 05 Sep 2000 online  
Language: ENGLISH

5/3/33 (Item 2 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

06601957  
Electrolux plans flurry of moves to stay competitive  
INDIA: ELECTROLUX CHARTS FUTURE STRATEGY  
Economic Times (YZY) 12 Mar 1998 p. 9  
Language: ENGLISH

5/3/34 (Item 3 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

06220017  
Zanussi: mas de mil millones en publicidad  
SPAIN: ADVERTISING IMPORTANT TO ZANUSSI  
Expansion (EXN) 24 Oct 1995 p.6  
Language: SPANISH

5/3/35 (Item 1 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

0527102 94-81677  
'Super efficient' refrigerator debuts on LI  
Anonymous  
LI Business News (Ronkonkoma, NY, US) N24 s1 p8  
PUBL DATE: 940613  
WORD COUNT: 401  
DATELINE: New York, NY, US

5/3/36 (Item 2 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

0002066 85-02066  
'GE Is Me' Program Enters Next Phase, Other Ads Go High Tech  
Yankeelov, Dawn Marie

Business First-Louisville (Louisville, KY, US), V1 N35 s1 p13  
PUBL DATE: \*850408\*  
WORD COUNT: 965  
DATELINE: Louisville, KY, US

5/3/37 (Item 1 from file: 570)  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2004 The Gale Group. All rts. reserv.

01037773 Supplier Number: 40608497  
**New WCI marketing thrust**  
HFD-The Weekly Home Furnishings Newspaper, v62, n51, p120  
Dec 19, 1988  
ISSN: 0746-7885  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

5/3/38 (Item 1 from file: 492)  
DIALOG(R)File 492:Arizona Repub/Phoenix Gaz  
(c) 2002 Phoenix Newspapers. All rts. reserv.

10079062  
**FRESHENING UP LOOKS OF RESIDENCE CAN MAKE PLENTY OF CENTS**  
Arizona Republic (AR) - Saturday, March 20, 1999  
By: Ellen James Martin, Universal Press Syndicate  
Edition: Final Chaser Section: AZ \*Home\* Page: AH4  
Word Count: 989

5/3/39 (Item 1 from file: 631)  
DIALOG(R)File 631:Boston Globe  
(c) 2004 Boston Globe. All rts. reserv.

03150413  
**CLIO AWARD WINNERS ANNOUNCED**  
BOSTON GLOBE (BG) - WEDNESDAY June 19, 1985  
By: Associated Press  
Edition: THIRD Section: LIVING Page: 55  
Word Count: 329

5/3/40 (Item 1 from file: 702)  
DIALOG(R)File 702:Miami Herald  
(c) 2004 The Miami Herald Publishing Co. All rts. reserv.

04607996  
**KIDS THE NEW CONSUMERS**  
MIAMI HERALD (MH) - THU JUL 21 1988  
By: ELINOR BURKETT Herald Writer  
Edition: FINAL Section: LIVING TODAY Page: 1B  
Word Count: 1,529

5/3/41 (Item 1 from file: 704)  
DIALOG(R)File 704:(Portland)The Oregonian  
(c) 2004 The Oregonian. All rts. reserv.

10101120  
**DESIGNER TREATMENT ELEVATES CONDO FROM UGLY BACHELOR PAD TO SOUGHT-AFTER UNIT**  
Oregonian (PO) - Sunday, April 11, 1999  
By: ELLEN JAMES MARTIN  
Edition: SUNRISE Section: ADVERTISING HOMES AND REAL ESTATE Page: H18  
Word Count: 737

91

5/3/42 (Item 1 from file: 713)  
DIALOG(R) File 713:Atlanta J/Const.  
(c) 2004 Atlanta Newspapers. All rts. reserv.

10585050

**DAILY BRIEFING**

Atlanta Journal-CONSTITUTION (AJ-CONSTITUTION) - Saturday, March 25, 2000  
By: From staff and wire reports  
Edition: Home Section: Business Page: E2  
Document Type: Brief  
Word Count: 2,657

5/3/43 (Item 2 from file: 713)  
DIALOG(R) File 713:Atlanta J/Const.  
(c) 2004 Atlanta Newspapers. All rts. reserv.

10217268

**BUYER'S EDGE: DORM ROOM CONFIDENTIAL GOING TO COLLEGE MEANS DOWNSIZING THE OTHERWISE PLENTIFUL CONTENTS OF A TEEN'S ROOM**  
Atlanta Constitution (AC) - Thursday, August 5, 1999  
By: Mary Beth Bishop; For the Journal-Constitution  
Edition: Home Section: Features Page: F1  
Word Count: 1,195

5/3/44 (Item 3 from file: 713)  
DIALOG(R) File 713:Atlanta J/Const.  
(c) 2004 Atlanta Newspapers. All rts. reserv.

10217044

**DORM ROOM CONFIDENTIAL GOING TO COLLEGE MEANS DOWNSIZING THE OTHERWISE PLENTIFUL CONTENTS OF A TEEN'S ROOM**  
Atlanta Journal-CONSTITUTION (AJ-CONSTITUTION) - Thursday, August 5, 1999  
By: Mary Beth Bishop; For the Journal-Constitution  
Edition: Home Section: Buyer's Edge Page: BE1  
Word Count: 1,641

5/3/45 (Item 4 from file: 713)  
DIALOG(R) File 713:Atlanta J/Const.  
(c) 2004 Atlanta Newspapers. All rts. reserv.

05022424

**LETTERS TO THE EDITOR TAXPAYERS THE CLEAR-CUT LOSERS IN FEDERAL TIMBERING POLICY**  
Atlanta Constitution (AC) - SATURDAY April 1, 1989  
By: SAM BOOHER Martinez  
Section: EDITORIAL Page: A24  
Word Count: 530

10/10